



#6B79AB



Permalink: <https://hextoral.com/hex-colors/color-code-details/6b79ab/>

Metric	Value	Metric	Value
RGB	107, 121, 171	Brightness	123.9
HSL (°,%,%)	227°, 28%, 55%	HSV V %	67 %
Lab (L*,a*,b*)	51.5, 7.5, -28.3	CMYK (%)	37%, 29%, 0%, 33%
Contrast Black	4.95:1	Contrast White	4.24:1

Palette neighbours



#948654
Complement



#AB6B79
Triad 1



#79AB6B
Triad 2



#6B99AB
Analogous 1



#7D6BAB
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #6B79AB

Common Name: *Blue Lilac*

RGB: (107, 121, 171)

HSL: (219°, 23%, 54%)

Contrast vs White: 3.7:1 (AA Pass)

Contrast vs Black: 12.5:1 (AA Pass)

Mood Blurb: This shade of blue exudes a calm, serene feeling. It's reminiscent of twilight skies and soft, cool hues, bringing a sense of tranquility and sophistication. Blue Lilac is often used in environments aiming to foster creativity, balance, and subtle elegance.

Close Matches:

- **Australian Standard AS2700:** WISTERIA (#6E6F90)
- **BS 2660:** Pacific Blue (#137299)
- **Jotun Paint:** Violet Sea (#5A6D99)
- **Pantone FHI:** Sea Urchin (#6374A5)
- **Sikkens Color Concept:** (#6B79AB) - Perfect Match

Why Designers Use It:

- **Serene Aesthetic:** Designers often gravitate toward this color for its calm and subtle qualities. It offers a gentle contrast, making it versatile for both interior and graphic design, especially when the goal is to evoke a peaceful yet professional atmosphere.
- **Trendy Use in Modern Spaces:** The trend toward cooler, muted colors has given rise to shades like Blue Lilac, especially in the context of minimalist and Scandinavian design. It's a staple for brands aiming for a sophisticated, timeless feel.
- **Industry Affiliation:** Often found in tech branding and interior design, this shade has become popular in the digital space due to its clean, modern aesthetic. It's used by companies aiming for innovation and elegance.

- **Connection to Nature:** The subdued, almost ethereal quality of Blue Lilac evokes the soft, hazy light at dusk, adding a natural element to design without overwhelming the senses.
- **Manufacturing Usage:** This shade is also popular in product design for items such as textiles, packaging, and cosmetics, where calm yet distinct branding is crucial to appeal to refined tastes.

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